ARMY RECRUITING MOBILE OPERATIONS

Army G6

US Army Recruiting

TRADOC G6

Army G1

Army Marketing & Research Group (AMRG)

Human Resources Command

PROBLEM: US Army Recruiting command, operating across the nation and publicly among American society, missed two components of its mission last year and faces an increasingly challenging recruiting environment.

The recruiting force's front-line technology capability is increasingly ineffective (paper based, centralized at centers, slow/unreliable, inefficient, and costly), degrading its ability to compete for the talented recruits our Army requires.

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Equip the Force: Going Mobile

Recent/Current

Costly, Outdated, Slow, Paper Based

Sanyo Pro 700 2008 model

+

Air Card

- Boot up Time: ~13 minutes
- Connection unreliable

- **Laptop+Paper+Scanners/Printers/Fax:**
- **Must maintain to build pack**
  - **Virtual Private Network (VPN)**
  - **CAC Access/Sign**
  - **Enables applicant processing**
  - **Costly: $1200/laptop**
  - **3 Yr Tech Upgrade cycle if $ available**

Paper→Digital → Paper

Emerging Future

Less Cost (expect 50% savings), faster, mobile, fewer devices, more secure, use avail tech,

DEPLOYED TO FORCE

NOV 13   **+**   *MAR 14*

+   *JUN 14*

Samsung GALAXY S4

CLOUD / MOBILE APPS

- **MDM**
- **Camera/GPS**
- **Fully enabled**

- Engage through Social Media
- Collaborate on the move
- Increased responsiveness
- GPS merged with contact info
- Mobile media: fast, efficient

MOBILE ENGAGEMENT

FUTURE

- Secure for PHI/PII
  - Legal
  - GOV/DOD/DA Compliant
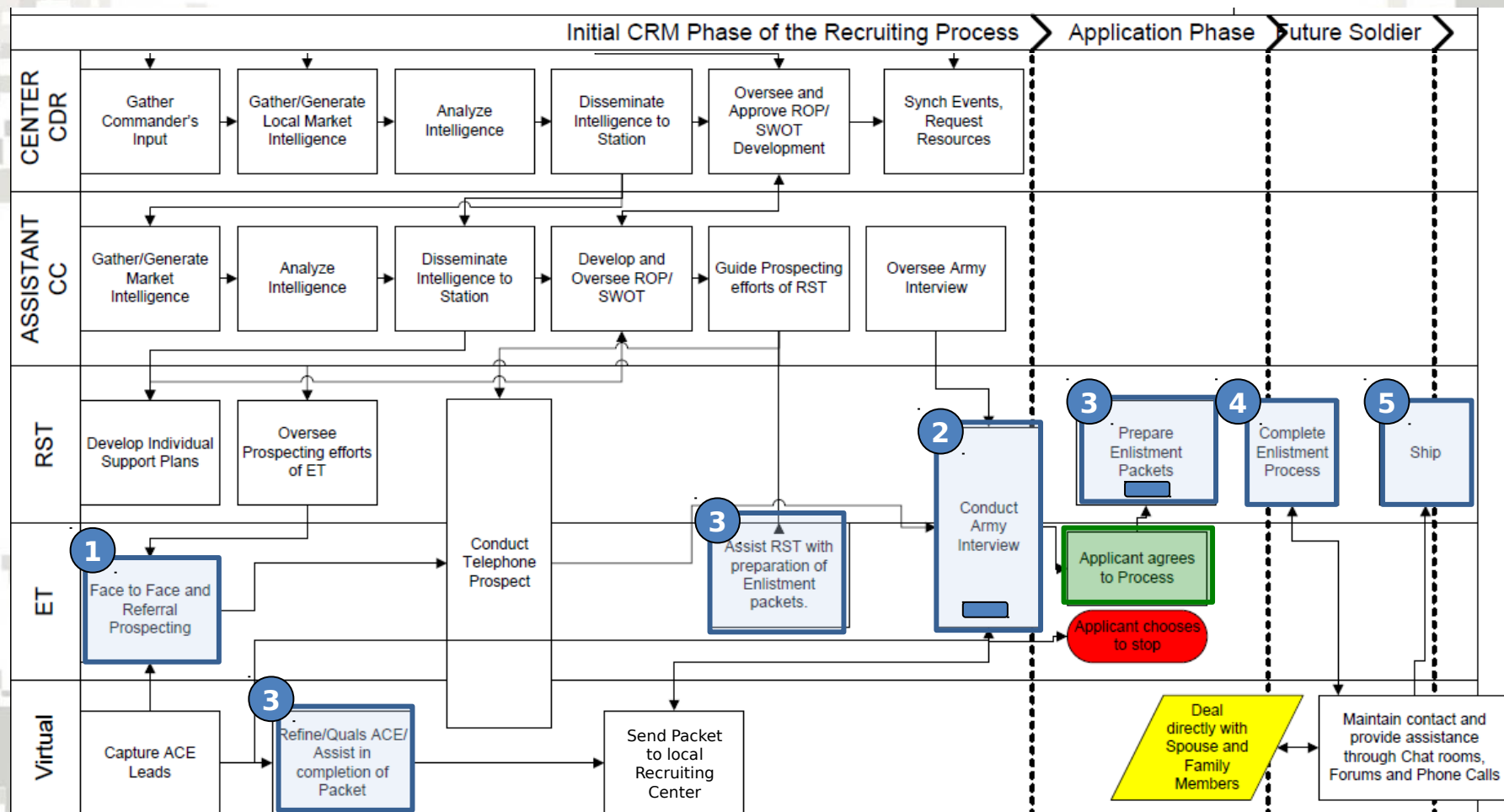- E-signature(s)
- FAX (send-receive)
- Image capture: certify

Secure Cloud

APPLY ON THE MOVE
HANDLE PII/PHI

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Recruiting Overview: Center Level

Initial CRM Phase of the Recruiting Process | Application Phase | Future Soldier

CENTER CDR: Gather Commander's Input → Gather/Generate Local Market Intelligence → Analyze Intelligence → Disseminate Intelligence to Station → Oversee and Approve ROP/SWOT Development → Synch Events, Request Resources

ASSISTANT CC: Gather/Generate Market Intelligence → Analyze Intelligence → Disseminate Intelligence to Station → Develop and Oversee ROP/SWOT → Guide Prospecting efforts of RST → Oversee Army Interview

RST: Develop Individual Support Plans → Oversee Prospecting efforts of ET — Conduct Telephone Prospect — (2) Conduct Army Interview — (3) Prepare Enlistment Packets — (4) Complete Enlistment Process — (5) Ship

ET: (1) Face to Face and Referral Prospecting — (3) Assist RST with preparation of Enlistment packets — Applicant agrees to Process / Applicant chooses to stop

Virtual: Capture ACE Leads — (3) Refine/Quals ACE/Assist in completion of Packet — Send Packet to local Recruiting Center — Deal directly with Spouse and Family Members — Maintain contact and provide assistance through Chat rooms, Forums and Phone Calls

Paper→Digital → Paper

CC: Center Commander
RST: Recruiting Support Team (processing)
ET: Engagement Team (most mobile)
Virtual: at USAREC HQ (leverage ACE—Army Career Explorer from goarmy.com)
ROP: Recruiting Operations Plan

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Moving to mobile processing

Current Center-Based Process

1. Security

- CAC access to computers
- VPN secure tunnel to access email, enter data and produce .pdf files

2. Paper system, prepared on laptops

- Hand-written signatures central
- Fax: to schools, medical, & courts
- Printers and scanners bridging mechanism
- Documents all become .pdfs
- Soldiers electronic and paper records sent to basic training

Limiting Factors for Mobile

1. Security

- DOD does not yet identify a cloud system that can process PII/PHI

2. E-Processing solution must:

- Enable legal signatures from mobile devices
- Send & receive faxes from mobile devices
- Capture fingerprints outside of recruiting center
- Document source documents in way that is certified

Our aim: make the Army application process mobile, paper-free and efficient for the recruiter and applicant

Recruiting Mobile
Finding Common Ground for the Army

USAREC Recruiting Operations

Effectiveness

- Enable 8270 Recruiters Dispersed Nationwide
- 6 Brigades, 44 Battalions, 245 Companies
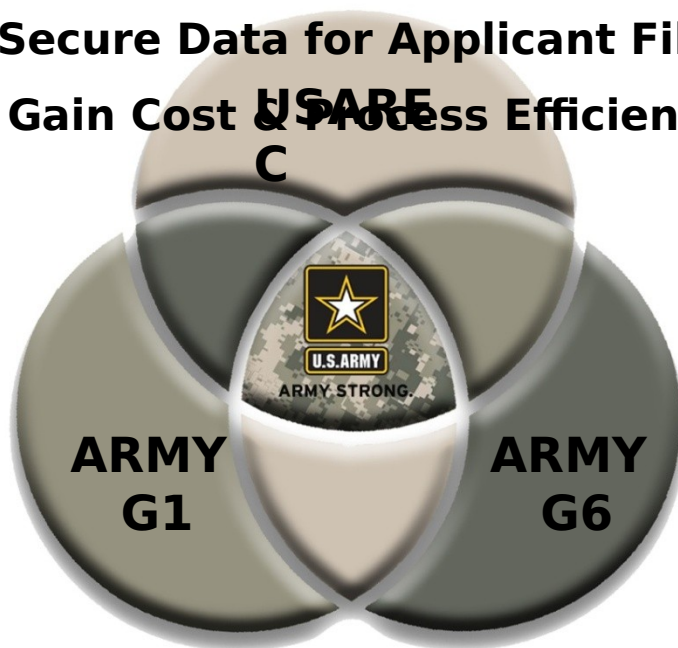- Provide Public Interface/Applications
- Secure Data for Applicant Files
- Gain Cost & Process Efficiency

ARMY G1 (through HRC)

- $ Efficiency
- ARISS
- Application Effectiveness & Efficiency

USAREC

ARMY G1

ARMY G6

ARMY G6

- Information Assurance
- Network
- DOD & Legal Compliance
- Cloud solution initiatives

Seeking solutions to meet all requirements best

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Questions?